



## **Board of Directors Meeting - MINUTES**

Wednesday, August 18th, 2021

Sooner Bowling Center

### **Board Attendance**

(P) Kyle Allison, Andy Alligators	(P) Carol Dillingham
(A) Drew Gaschler, OU Athletics	(P) Steve Gillis, NYSA
(P) Angelia Green, The Chickasaw Nation	(A) Helen Green, OU Public Affairs
(P) Lee Hall, City Council	(P) Jerry M. Hatter, Balfour of Norman
(P) Mandy Haws, Sooner Bowling	(P) Brenda Hall, City of Norman
(P) James Howard, Baked Bear	(P) Scott Kovalick, Embassy Hotel
(A) Wes Moody, Norman Public Schools	(A) Scott Martin, Chamber of Commerce
(A) Amy Million, Norman Arts Council	(P) Amish Zaver, Comfort Inn
(A) Emily Chancellor, Hal Smith RG	(A) Amber Beutler, NCED
(A) Lawrence McKinney, NEDC	

### **Call to order**

Zaver, board chair, brought meeting to order at 11:40 a.m.

### **Minutes**

Zaver presented June's meeting minutes. Allison moved to approve; Haws made the second and the motion carried.

### **Finance report**

Kovalich presented both the June & July financials to the board and provided an overview of the Statement of Activities. He made note of the following:

- June overall, Visit Norman's is in a favorable cash position. Bid fee 94k, SBA Loan 240K Guest tax staying consistent with 2020 'June'. Slight increase in operating expenses.
- July-Great cash position, just under 400k, 94k bid fee, SBA Loan no real change, personal expenses (2 health ins. Premiums and bonus with salary increases. Transient guest tax 20k consistent with Embassy Suites 2019 levels.

May financials board elected to approve them. Howard moved with a second by Dillingham which passed.

### **Lake Thunderbird Presentation (Tyler McManaman-Norman Next Board Chair)**

Norman Next wanted to really set a goal and focus on improving the quality life of Norman, and they settled on Lake Thunderbird improvements. Lake Thunderbird presented the biggest upside for our city. 2<sup>nd</sup> most visited state park in Oklahoma. Brings in 600k visitors annually, also the 2<sup>nd</sup> most revenue generating state lake park in OK. Hoping to partner with several entities to build new bathrooms, re-investment from the state. 86 Miles of shoreline.

Roads/Signs need to be replaced by 2023. Potentially talk about re-branding the lake altogether. Has the potential to be regional draw for our community and surrounding communities. Trying to cut through red tape to bring back a lake restaurant, floating cabins, floating stage. Big plans to improve biking-hiking-walking trails.

#### **NEDC Office Updates**

McManaman says Chamber moves in the last week in August, and NEDC moves in starting next Monday.

#### **Fayetteville Trip**

Schemm said after visiting AR, they really want to improve our bike trails here in Norman and possible connect them to surrounding cities, Moore, Del City, and OKC. EDA receiving 750m grant money for outdoor recreation, with hopes to have a little bit go towards Lake T-Bird with trails etc.

#### **Viewpoint Dennis Quade**

Schemm said we are working alongside the city, but VisitNorman will own the rights to the video, that Dennis Quade will narrate.

#### **Staffing Update**

Schemm said we are still looking for a Digital Media Coordinator, Hatter mentioned Keven Severin as a good candidate for the job. Schemm said we would be happy to give his resume a look.

#### **Norman Hotel**

Schemm said the last he was updated they were still on pace to demolish the interior of the hotel, continued talk about making it into a Marriott Delta.

#### **Covid Update**

Schemm said recovery looks to be bouncing back quicker than anticipated, with Anthony Francisco reporting better numbers than we thought.

Motion to adjourn provided by Zaver and seconded by Allison; all in favor. 1:03 p.m.

**Next Meeting:** September 15, 2021